

Application for Southwest Montana Cooperative Marketing Funds

Please type:

Organization Name(s) **Powell County Museum & Arts Foundation, Inc.** Telephone **(406) 846-3111**

Legal Address **1106 Main Street City Deer Lodge** Zip Code **59722**

Project Supervisor **John O'Donnell, Acting Director** Telephone **(406) 846-3111**

Address **1106 Main Street City Deer Lodge, Montana** Zip Code **59722**

Regional President Mike Strang Telephone 660-0812

Tourism Region Southwest Montana

Project Title **Rack Card Brochure Production**

Total Budget for Project (taken from attached detailed budget) \$ 1,900⁰⁰

Percentage of Cooperative Funds Requested **50 %** Dollar Amount of Cooperative Funds Requested \$ 950⁰⁰

Proposed starting and ending dates (maximum 1 year) : From **April, 2014** To: **March, 2015**

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds	\$ <u>950.00*</u>
b. Memberships	\$ _____
c. Advertising Revenue	\$ <u>950.00</u>
d. Cash on Hand	\$ _____
e. Other (please list)	
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
TOTAL (should equal total project budget)	\$ <u>1,900.00 *</u>

Cooperative Marketing Application

1. Narrative description of this project. Include how the project is executed.

Brochure Production

The Old Prison Museums will produce 50,000 copies of a standard 4-color/2-panel rack-card brochure 4" by 9" in dimension advertising and marketing the Old Montana Prison Museums in Deer Lodge, Montana. The conceptual design and layout work is done by Old Prison Museum staff and conforms to and complies with the requirements of Cooperative Marketing Funds under application to Southwest Montana Region as enclosed.

The brochure will present, promote and market the attractions present at the Old Montana Prison site to include the Prison, the Montana Auto Museum, Yesterday's Playthings Museum, Frontier Montana Museum, Cottonwood City exhibit, Powell County Museum and the Milwaukee Road exhibit.

The brochure will be distributed to at least 86 locations on a monthly basis during the peak travel time of the 2014 Montana Summer Tourism Season, beginning on May 1, 2014 and ending on September 1, 2014 under contract with Certified Folder Display Service, Inc. for the following areas:

Butte/I-15 & I-90	(5 locations)
Glacier Route	(43 ")
Helena/Great Falls	(6 ")
Missoula/5 Valleys	(11 ")
VTips - Butte I-90 & I-15	

The brochure will also be enclosed and distributed through, and with, internally-generated PCM&AF promotional mailing and advertising campaigns throughout the 2014 Tourist Season.

2. Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

Anticipated Economic Benefit

The Old Prison Museum Complex is comprised of a 9-acre National Historic Site located on the southern edge of Deer Lodge, Montana. There are currently 5 museums and 2 exhibits administered under a single-admission policy at the Complex; The Old Montana Territorial Prison, the Montana Auto Museum, Yesterday's Playthings Museum, Frontier Montana Museum, Powell County Museum (free admission), and the Cottonwood City and Milwaukee Road exhibits (free admission). This diversity of museums and interests offers a unique and appealing attraction to the tourist traveling through Southwest Montana. It is indicated that the Complex attracted over 37,000 visitors during 2013.

The focus of the promotional effort in this project is to increase the number of tourists coming into our region of Southwest Montana. We anticipate that this effort will increase the number of visitors to the Old Prison Museum Complex by a factor of 6 to 8 % over the 2013 season indicated level of 37, 513 visitors. It is estimated that each visitor represents some \$9.00 in revenue for the Complex from gate receipts, gift shop spending and donations. It is estimated that the average out-of-area visitor spends at least 2 hours touring the Complex. These revenues generated during that period support 5 full-time annual employment positions and supplement 10 part-time seasonal employment positions.

These visitors also purchase food, fuel and lodging in the immediate area encompassed by the communities of Deer Lodge, Gold Creek, Drummond, Anaconda, Philipsburg & Butte. Visitor Center/Reception staff play an important role in referring visitors to adjacent attractions and recreational opportunities in the area, such as the Grant-Kohrs Ranch National Historic Site and the Museum of Mining in Butte to name only two of many examples.

It is a tactical focus of the Old Prison Museums advertising and marketing effort to present this Complex and area attractions as destinations rather than "stop-over" attractions off the main traveled corridor between Glacier and Yellowstone Parks.

3. Target market for this project.

Market

The target market for this brochure are the Glacier gateway into Montana from the North, the Yellowstone gateway into Montana from the south, the Idaho/Lookout Pass gateway via I-90 from the west, and the I-90 gateway through Butte from the east.

The brochures will also be distributed through tourism-related businesses in Southwestern Montana which may not utilize Certified Fold Display services such as local and area businesses, gas stations, RV and campground facilities, motels, hotels and area restaurants. The brochure will also be supplied to our trade allies, including tour bus companies, car club affiliates and museum affiliates in this and other states in the Pacific Northwest.

4. Method of Project Evaluation

Evaluation

The Old Montana Prison Complex captures market data at the five reception counters on site. The Main Visitor's Center reception desk includes a point-of-service system which accurately captures visitor numbers. That system supplements and supports visitor registrations. The data is subsequently gathered, analyzed for marketing and advertising effectiveness, is shared with our trade allies and with the Montana Department of Commerce.

PRINTED MATERIALS

Publication **"Old Montana Prison"** Quantity **50,000**

Color **4-Color** Paper Stock **12 pt. Gloss Finish**

of Pages or Folds **Rack Card 2-Sides** Size **4"X 9"**

Ad Sales (Yes or No) **No** Percentage **N/A**

Distribution Plan (areas & method) **Certified Folder Display Service, Inc. for the following areas:**

Butte/I-15 & I-90	(5 locations)
Glacier Route	(43 ")
Helena/Great Falls	(6 ")
Missoula/5 Valleys	(11 ")
VTips - Butte I-90 & I-15	

Please list any additional information, which you believe justifies and documents the effectiveness of your project(s).

REGION/CVB PROJECT BUDGET PROJECT NAME

	State Tourism Funds	Other Funds	Total
PROFESSIONALSERVICES:			
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
TOTAL	\$0	\$0	\$0

MARKETING/ADVERTISING:			
Brochure Printing	\$ 950.00 +	\$ 950.00 =	\$1,900.00
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
TOTAL		\$0	

TRAVEL:			
Personal Car	\$0 +	\$0 =	\$0
Commercial Transportation	\$0 +	\$0 =	\$0
Meals	\$0 +	\$0 =	\$0
Lodging	\$0 +	\$0 =	\$0
Vehicle Rental	\$0 +	\$0 =	\$0
TOTAL	\$0	\$0	\$0

OTHER:	+	\$0	=	
	+	\$0	=	